

# Social Media Patrons - Instagram Use Survey

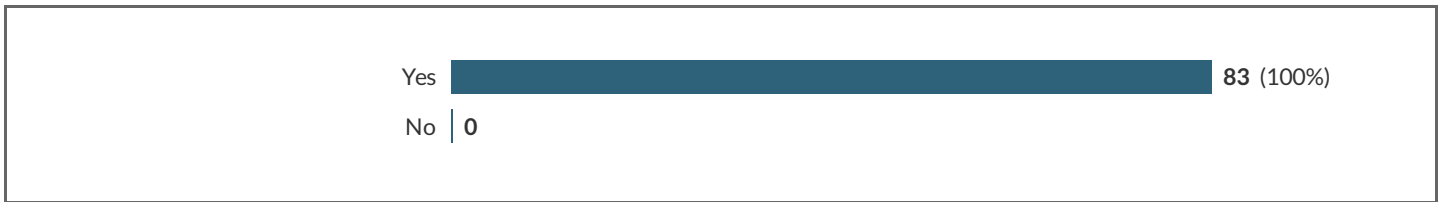
Showing 83 of 83 responses

Showing **all** responses

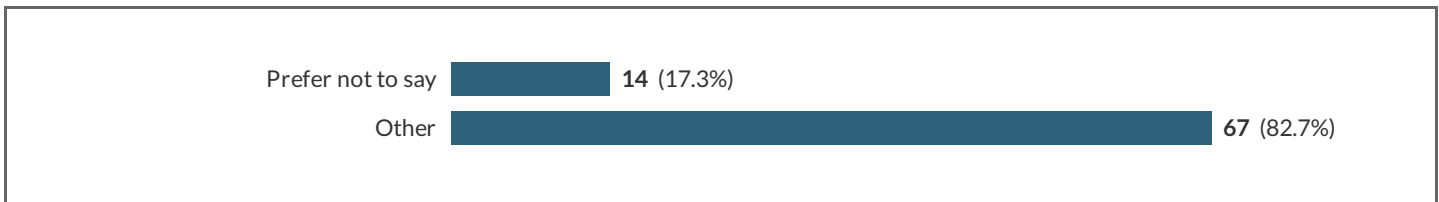
Showing **all** questions

Response rate: 83%

**1** I confirm that I am aged 18 or above.



**2** What is your nationality?



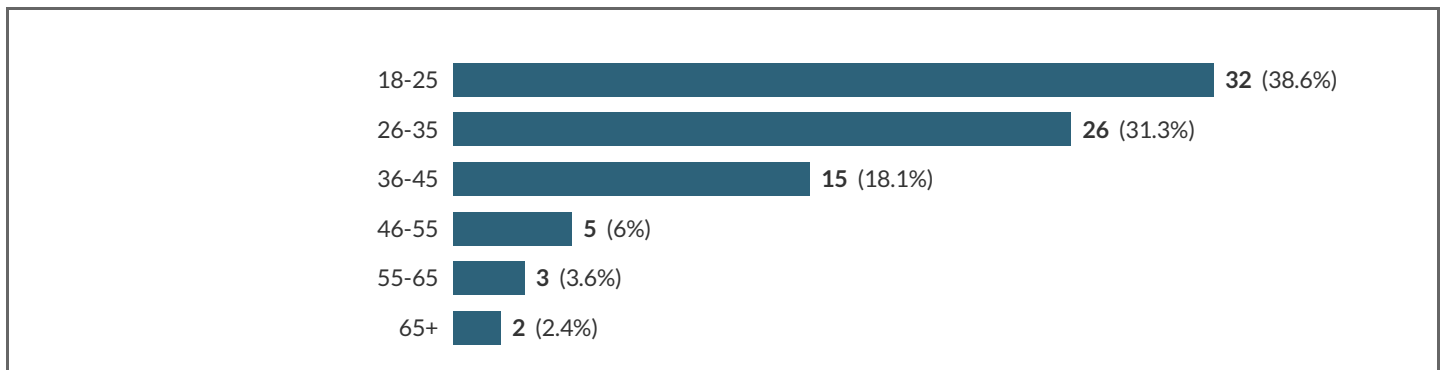
**2.a** If you selected Other, please specify:

Showing all 67 responses	
Scottish	385990-385981-38112207
British	385990-385981-38112649
British	385990-385981-38112618
British	385990-385981-38112581
Scottish	385990-385981-38112748
British	385990-385981-38112847
British	385990-385981-38114694
American	385990-385981-38123690
American	385990-385981-38125159
Canadian	385990-385981-38126200

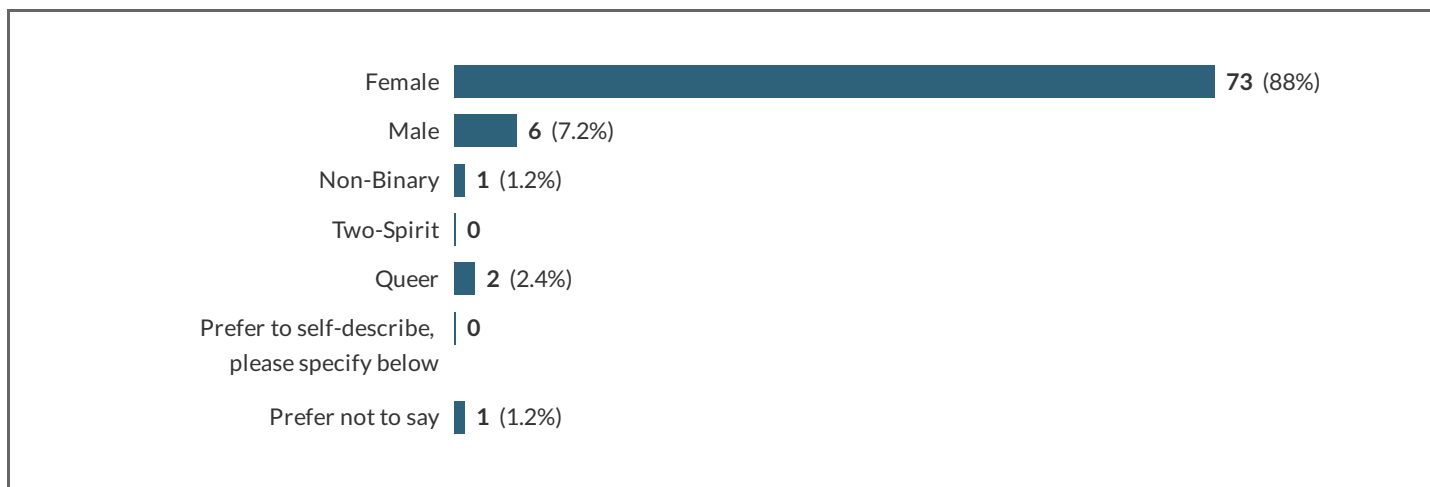
Scottish	385990-385981-38126884
British	385990-385981-38126527
Latvian	385990-385981-38127717
Welsh	385990-385981-38127728
American (USA)	385990-385981-38125473
American	385990-385981-38129034
British	385990-385981-38130552
American	385990-385981-38130704
American	385990-385981-38130872
Irish	385990-385981-38131156
Scottish	385990-385981-38131132
United States	385990-385981-38132376
Scottish	385990-385981-38133033
British (English)	385990-385981-38133079
Scottish	385990-385981-38136915
British	385990-385981-38140499
British	385990-385981-38140811
American	385990-385981-38144244
American	385990-385981-38144318
Polish	385990-385981-38144345
American	385990-385981-38144556
American	385990-385981-38144953
Canadian (Hungarian/Welsh)	385990-385981-38145068
German	385990-385981-38145966
British	385990-385981-38146067
Australian	385990-385981-38146189
Finnish	385990-385981-38146326
US	385990-385981-38147991
British	385990-385981-38148660
French	385990-385981-38149608
UK	385990-385981-38150575
British	385990-385981-38151698
British	385990-385981-38152454

Catalan	385990-385981-38152448
Latvian	385990-385981-38155946
Canadian	385990-385981-38168622
British	385990-385981-38170444
American	385990-385981-38174674
British	385990-385981-38174974
United States of America	385990-385981-38178800
Canadian	385990-385981-38217215
United States citizen	385990-385981-38219008
United States	385990-385981-38226084
Canada	385990-385981-38226678
United States	385990-385981-38229725
Australian	385990-385981-38229216
Scottish	385990-385981-38238437
French	385990-385981-38248557
American	385990-385981-38259105
British	385990-385981-38269121
American	385990-385981-38316850
American	385990-385981-38352520
italian	385990-385981-38384692
White British	385990-385981-38482180
UK	385990-385981-38500815
Canadian	385990-385981-38511348
American/British	385990-385981-38528065

### 3 What is your age category?



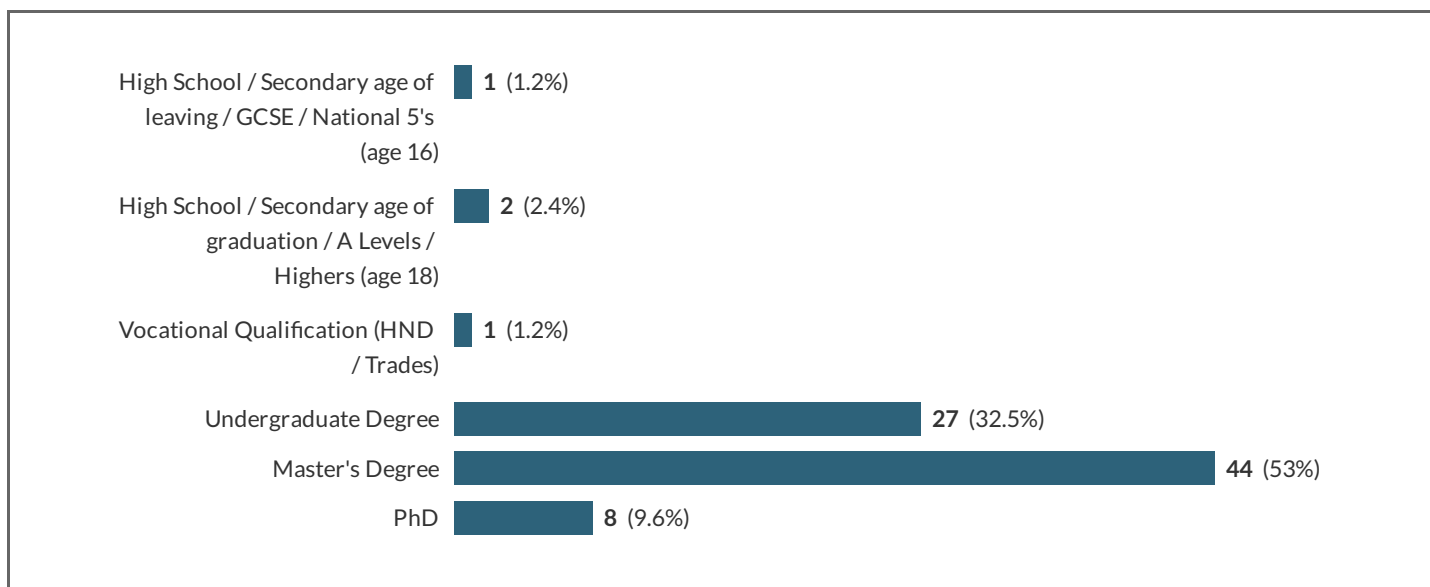
4 How would you best describe your gender identity?



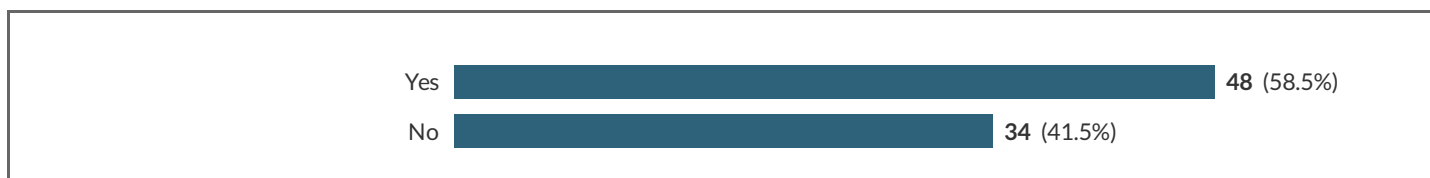
4.a Please specify:

No responses

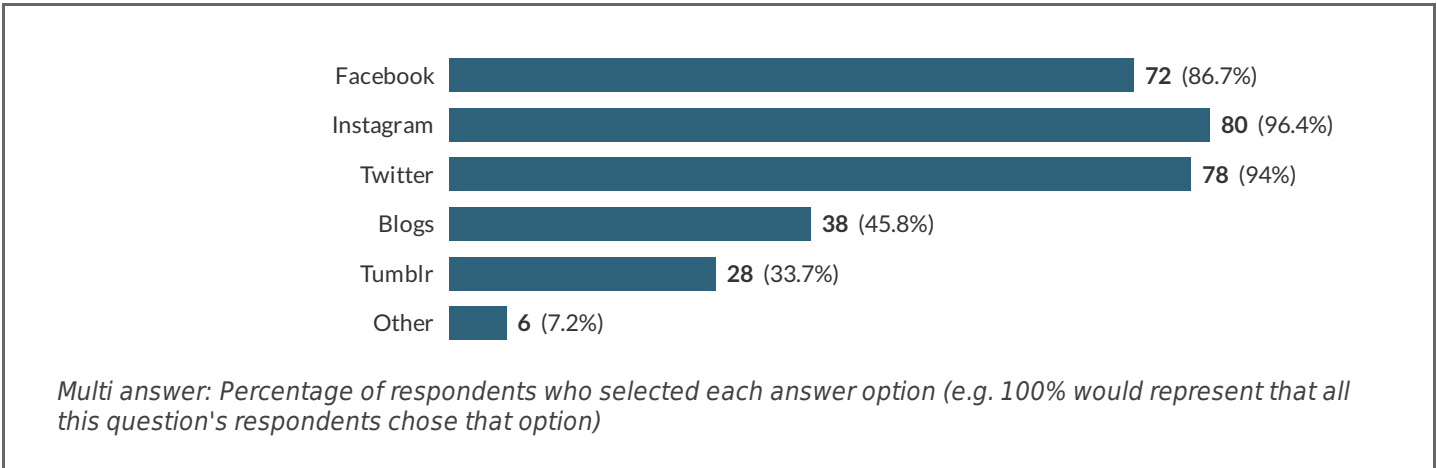
5 What is your highest completed level of education?



6 Are you currently involved in the heritage sector in a volunteer, paid, or community position?



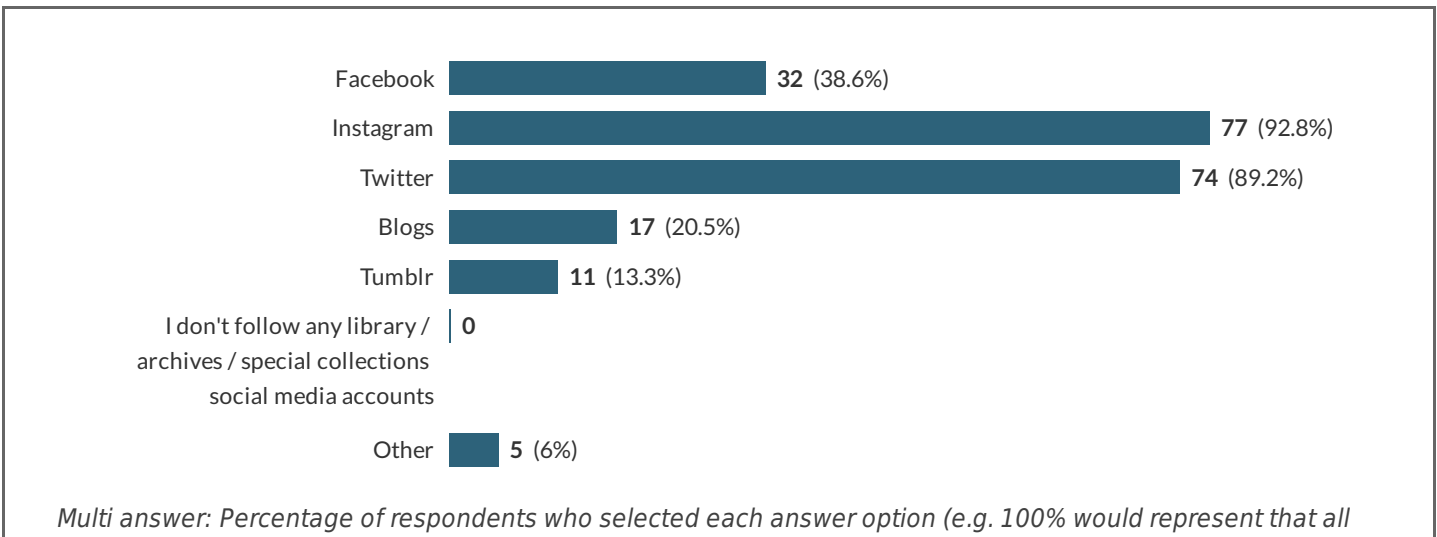
**7** What social media accounts do you use?



**7.a** If you selected Other, please specify:

Showing all 6 responses	
Discord, Pillowfort	385990-385981-38125473
Pinterest, YouTube, LinkedIn, VSCO	385990-385981-38133079
Snapchat	385990-385981-38145068
Linkedin	385990-385981-38146326
podcasts	385990-385981-38259105
Snapchat	385990-385981-38364253

**8** Where do you currently follow library / archives / special collections social media accounts?

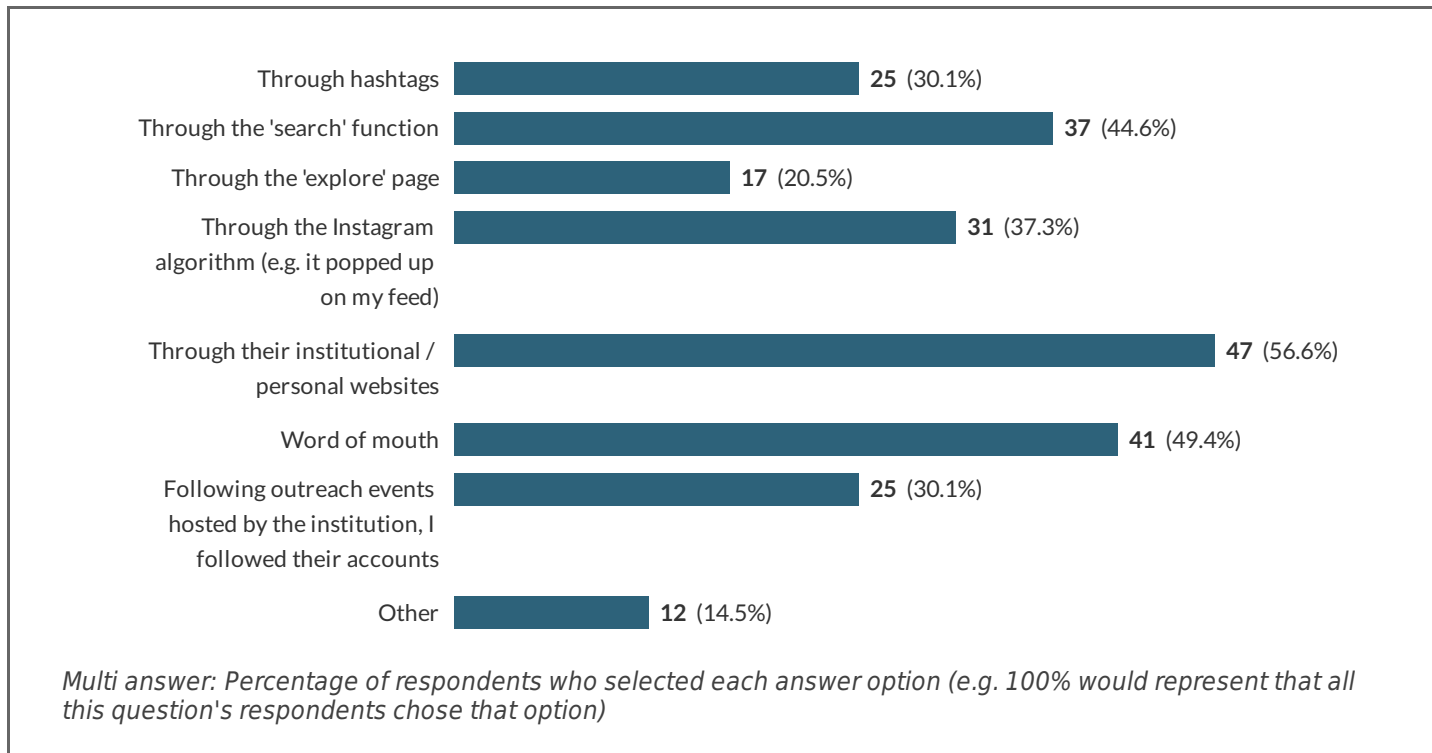


this question's respondents chose that option)

8.a If you selected Other, please specify:

Showing all 5 responses	
Podcast - An Archivist's Tale	385990-385981-38112618
email	385990-385981-38123098
Mastodon	385990-385981-38146189
Lindedin	385990-385981-38146326
podcasts	385990-385981-38259105

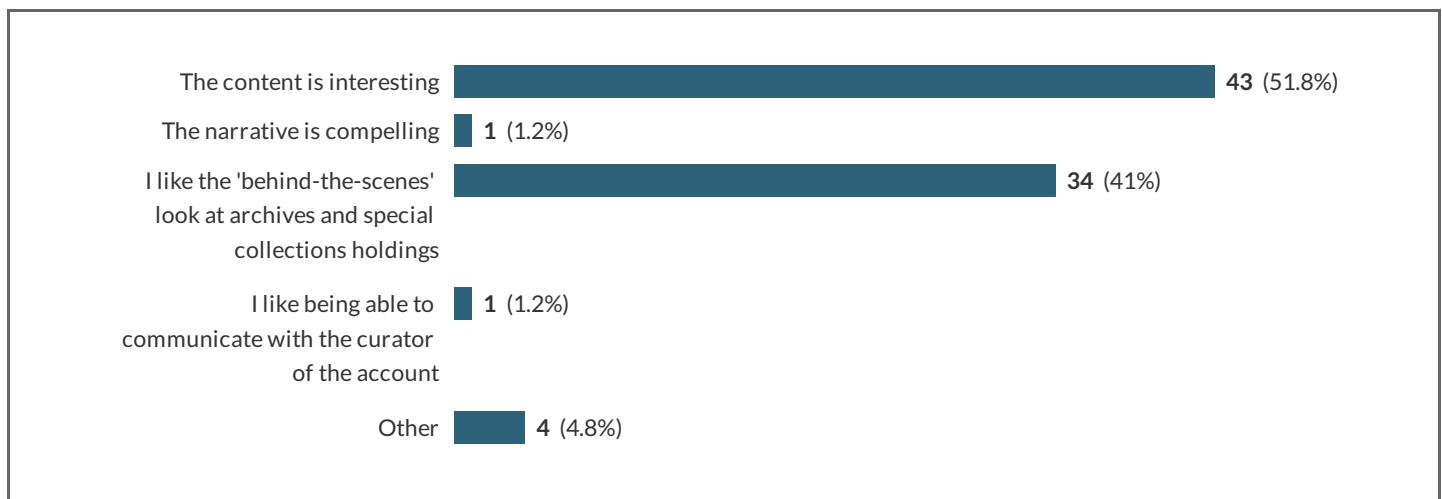
9 How did you find these library / archive / special collections Instagram accounts?



9.a If you selected Other, please specify:

Showing all 12 responses	
Through other accounts tagging them in posts.	385990-385981-38125473
Professor recommendations	385990-385981-38132376
From their FB or Twitter accounts	385990-385981-38140499
Through friends who liked/commented/retweeted	385990-385981-38145068
They were followed by acquaintances on twitter	385990-385981-38146067
Via Twitter and Facebook	385990-385981-38146189
Through some of my "friends"; copy what they are following or get 'recommendations' from them	385990-385981-38146326
Seeing others post/comment/share from their accounts	385990-385981-38148660
Through friends on Twitter liking their posts.	385990-385981-38226678
Following other people.	385990-385981-38259105
I don't run institutional social media accounts any more, but when I did I would often follow with my personal account those that followed or interacted with my institution's account.	385990-385981-38274162
#LibrariesOfInstagram #IGLibraries #IG_Libraries #PublishersBindingThursday #MarbledMonday	385990-385981-38511767

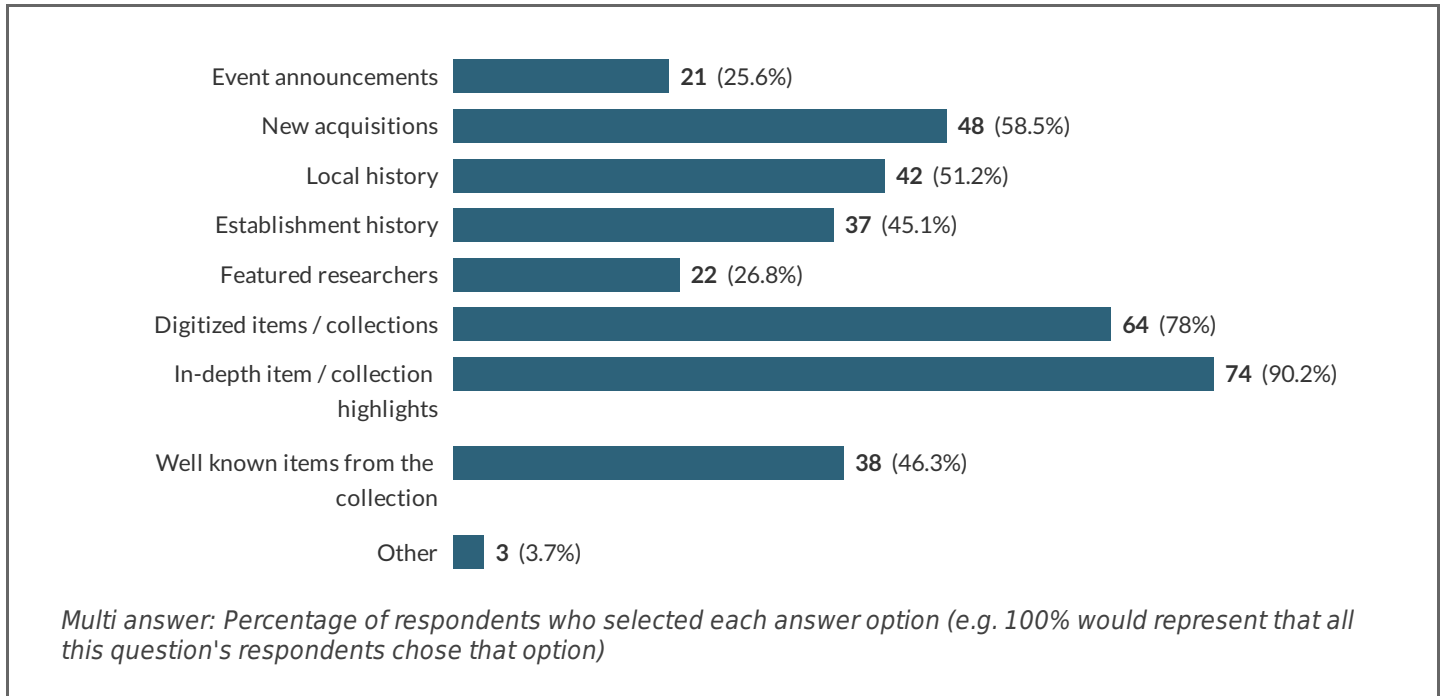
**10** Why are you interested in this type of Instagram accounts?



10.a If you selected Other, please specify:

Showing all 4 responses	
All of the above	385990-385981-38130552
All of the above	385990-385981-38130872
All of the above.	385990-385981-38146189
I used to work there and now like to know how things are developing (and all is looking rather good)	385990-385981-38146326

11 What types of Instagram content do you enjoy most? Please check all that apply.

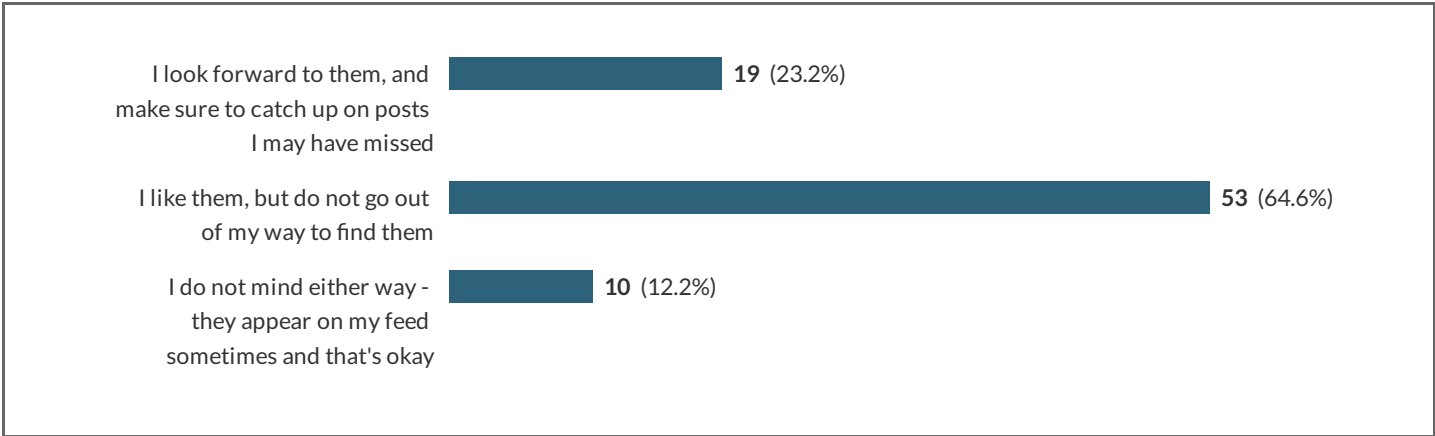


11.a If you selected Other, please specify:

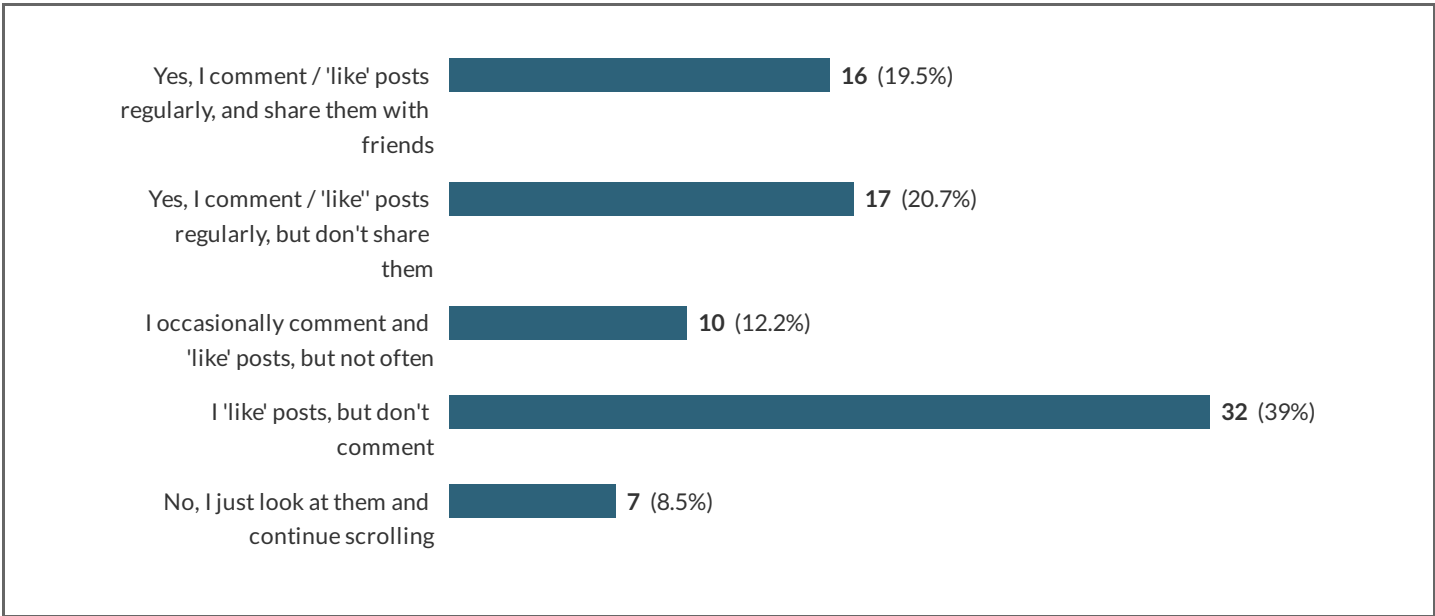
Showing all 3 responses	
Thematic posts - themed days or weeks, #shelfies, etc.	385990-385981-38125473
Content that focuses on my research interests (gender/literature/social history) or personal interests (memes and relatable/taggable content)	385990-385981-38133079
honestly, anything that's visually appealing. could be a shot of a library trashcan as long as it's in beautiful lighting + has a good caption. FAR prefer beautiful/interesting shots of mundane things over crappy shots of things of historical value.	385990-385981-38274162

12 Do you look forward to the library / archive / special collections Instagram posts, or do they just 'appear' on your feed?





**13** Do you ever interact with these Instagram posts?



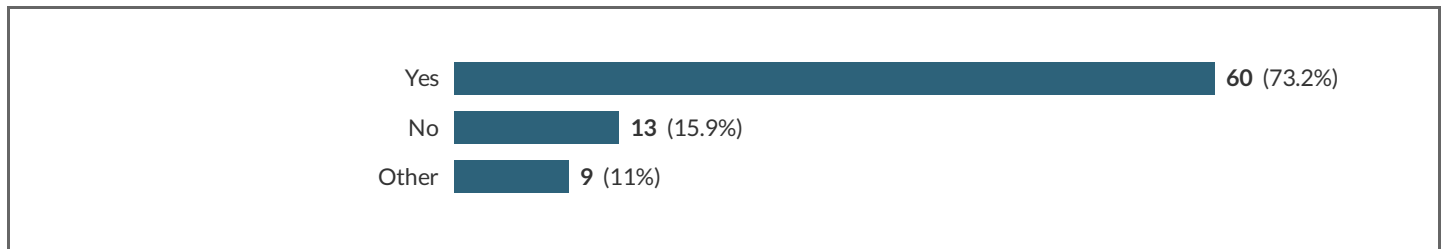
**14** What else would you like to know, that these Instagram accounts aren't sharing?

Showing all 35 responses	
I would like to know more about how they were acquisitioned - who they were first collected by etc.	<a href="#">385990-385981-38112207</a>
n/a	<a href="#">385990-385981-38112649</a>
Nothing	<a href="#">385990-385981-38112581</a>
More about the day-to-day work	<a href="#">385990-385981-38125246</a>
The selection process behind what gets profiled on social media and what stays on the shelf.	<a href="#">385990-385981-38125159</a>
People and organisation behind the account, rather than just "things" they have	<a href="#">385990-385981-38126884</a>
Not much - as an exhibitor myself I understand that most exhibitors do not	<a href="#">385990-385981-38126527</a>

not much - as an archivist myself I understand that most archives do not have the time to devote to putting loads on Instagram (time taken to choose material, photograph material and write captions) and that it is not appropriate to share some of the material on Instagram (data protection, pertinent to current business needs etc). I view being able to look at collections and the work of other archives on Instagram as more of an added bonus than something which all archivists should feel obliged to provide and channel their resources into.	<a href="#">385990-385981-38126527</a>
Provenance stories. Histories of the objects and/or texts.	<a href="#">385990-385981-38125473</a>
Origins of featured pieces	<a href="#">385990-385981-38131156</a>
More deep dive into the archives collections with history behind the object	<a href="#">385990-385981-38131132</a>
I would like insights into the people running the accounts and the other people working at those institutions. Especially as someone who is early in my career and looking to get into Special Collections, I'd love to know about the people working at those places.	<a href="#">385990-385981-38133033</a>
More about conservation or about the materiality of objects (zooming into the spine of rare books or looking closely at weird marginalia, the intricacies of velum, or beautiful gold illuminations)	<a href="#">385990-385981-38133079</a>
Exactly what it is I am looking at. Some share, not all do.	<a href="#">385990-385981-38136915</a>
Situating the item in its broader history and its contemporary significance as opposed to its mere existence within a certain space. A little more about what is shown rather than simply declaring that it is there.	<a href="#">385990-385981-38139159</a>
About the people that work there, their experience and educational background.	<a href="#">385990-385981-38141450</a>
More content of new acquisitions, more of genealogy special collections	<a href="#">385990-385981-38144318</a>
I'd like the ability to read extended explanations of each post. I totally understand that the captions are concise so people won't lose interest, but it'd be cool to have a link or something to learn more.	<a href="#">385990-385981-38144345</a>
If/when certain items/collections are going to be digitized. An announcement of newly processed collections with link to finding aid.	<a href="#">385990-385981-38144556</a>
I like stories of people working in archives, what they find or come across or look for, what they're finding interesting	<a href="#">385990-385981-38144953</a>
A lot of accounts tend to focus on the flashy, bright, exciting stuff eg illuminated manuscripts etc but I'm interested in the everyday things, eg keeping with the bookbinding focus, I'm interested in limp bound manuscripts and books. But these aren't very sexy and don't tend to be highlighted. I want to see the stuff that doesn't normally make the main repository front page or featured item section. Give me more of the everyday.	<a href="#">385990-385981-38146189</a>
It would be nice to see behind the lens - i.e. who is creating the posts and what their role is	<a href="#">385990-385981-38148660</a>
I don't know	<a href="#">385990-385981-38149608</a>

unknown - don't know what I don't know!	385990-385981-38150575
More ways to engage with the collections: more information about any events or talks	385990-385981-38155946
If it's okay for unattached people (not a researcher or volunteer/employee) to visit the collections	385990-385981-38174674
Items from un digitized collections	385990-385981-38178800
Info from other university special collections	385990-385981-38217215
The last known provenance of an object is usually cited, though provenience (unless archaeological) is not frequently/explicitly stated. I realize that this is a modern issue of the past several centuries in failing to document early acquisition history, as much of that information was not considered necessary, or it was lost. I usually look on the object's page on digitized collection sites, to see if it's listed, since not all social media platforms allow infinite characters, if I'm especially curious.	385990-385981-38219008
More info on the objects?	385990-385981-38226678
N/A	385990-385981-38229216
Nothing else	385990-385981-38248557
Perhaps more content about the processes of the archive	385990-385981-38269121
I like seeing the people behind the collections/accounts. And i wish more institutions would prioritize visually compelling images over blah images of "important" stuff.	385990-385981-38274162
Who is posting the images, perhaps a more personalised approach, blog style. Perhaps career advice from those working in the heritage sector.	385990-385981-38482180
I am satisfied with the content. I would not add anything.	385990-385981-38511767

**15** Do Instagram accounts like these make you want to explore your local archive or special collections?



**15.a** If you selected Other, please specify:

Showing all 9 responses	
I am an archivist, (my institution has a presence on social media which includes archive material, but this is not the focus) and I am interested to see what other institutions are doing	385990-385981-38112618
I manage social media for a cultural heritage institution (not Instagram), so I like to see what other institutions are doing and see if there is a model I could follow with the local collections I curate.	385990-385981-38125159
I'm an art history PhD student, so I already spend a lot of time in archives and special collections. But the posts do sometimes remind me of things I'd like to see or know more about, and exhibitions I want to visit.	385990-385981-38125473
Sometimes, but I've never followed any post up.	385990-385981-38133079
I follow and like posts that I would interact with if my mental health allowed me to (severe anxiety makes archives and special collections daunting places to visit, so this is as close as I can sometimes get to holding and viewing beautiful items)	
I'm already pretty connected to local rare materials collections	385990-385981-38147991
My interest is professional, not as a direct user.	385990-385981-38151698
It depends. I might, if what is being shared catches my eye particularly.	385990-385981-38174974
I think of them more like art online - happy to look at but not necessarily to take step further to access in person - intangible cultural heritage? ie knowing that it is there and someone is looking after it/making use of it makes me feel good even if I don't feel the need to get directly involved.	385990-385981-38238437
Eh, I already work in archives	385990-385981-38274162

**16** If you could talk to the curator, what else would you want this type of Instagram post to do / what would you want to see?

Showing all 35 responses	
Videos or varying angles of works - showing them from different perspectives makes it more like the viewer is physically there.	385990-385981-38112207
Maybe what the curators are working on.	385990-385981-38112649
Nothing	385990-385981-38112581
More of the same. Interesting things, with interesting captions.	385990-385981-38112847
More items from the archives and behind the scenes photos of archivists/volunteers at work	385990-385981-38113755
More video content	385990-385981-38114694
Volunteer/Job opportunities	385990-385981-38123098
Show more about the work of the librarian/archivist/conservator etc	385990-385981-38125246

more introductions to the students working in the spaces. how they got there. their background.	385990-385981-38126698
More about how the collections work, rather than just about the stuff in them	385990-385981-38126884
(see response to previous question)	385990-385981-38126527
I sometimes want more context about the objects themselves - where they came from, how they were used, etc. I also like spontaneity - clever responses to current events, memes, etc. - but I know that can be a challenge, both in terms of creating content quickly and in terms of particular institutions' tones.	385990-385981-38125473
I love "how things are created" posts - how an archive preserves an item or the difficulties in photographing an item for digitizing for example.	385990-385981-38130872
Make sure that every post includes the shelfmarks/item nos. for the content. I'd love to see the buildings as well as materials.	385990-385981-38133033
More items which relate to women, but also posts which are funny? I don't come to social media to learn necessarily, just to relax or interact with friends, so I like to see funny posts which I can share and laugh with. I feel most connected to posts/accounts which are the most meme-able (lol), as opposed to boring or entirely factual ones.  The exception is if a post is beautiful or matches my aesthetic, in which case I will enjoy it for its beauty and read over the information (but ngl my focus will be on the overall Look of the post).	385990-385981-38133079
Profiles on the the different types of people working in archives.	385990-385981-38134999
Ask the archivist	385990-385981-38136915
More creativity. Delving into the past and present should be fun, eye catching and entertaining. Having posts that are reflective of this will perhaps convert the serial 'liker' into an active engager.	385990-385981-38139159
Less famous people items that will never be accessible, more variety and breadth of collections... and: always give citations, and stop saying "link in bio/ link in profile!" It's not archival!!!!	385990-385981-38144318
More frequent posts! They're the most interesting part of my feed.	385990-385981-38144345
virtual tours	385990-385981-38146326
Details about their work as a curator. Details about working with archives. Favorite things they've found.	385990-385981-38149608
Day in the life experience	385990-385981-38151698
I like when they add stories and showcase sound or talk about the smell or feeling of what they are handling. I also like when they try to draw connections with what they hold in the collection to what is happening in the world currently.	385990-385981-38155946
Their interests within the collections! The pieces they find most interesting or their own research.	385990-385981-38174674
Link to other similar special collection research projects	385990-385981-38217215

They usually have a good variety, and talk about their roles in managing/interacting with collections; in general I don't feel a need to talk to curators.	385990-385981-38219008
More images of the object being discussed! I want to know everything! :D	385990-385981-38226678
Links or connections to other related archives	385990-385981-38229216
More documents maybe	385990-385981-38248557
Better photos! And more photos without context (I know, archivists' worst nightmare). But honestly a photo of a beautiful engraving is just...beautiful. Give me a link or tell me where to go to learn more, but in the context of instagram, I don't care about the object's provenance or donor's bio -- I just want to I like the cool photo of the 1970s robot cartoon or embellished book spine or whatever. I'm (and I'm an archivist) not going to read that long caption you painstakingly typed out to learn about the history of the thing, I just want to look at the thing, enjoy it, and move on.	385990-385981-38274162
I'd like to know the process that led to objects being placed on display, especially those that tell the stories of neglected communities/peoples. We're co-curation initiatives conducted? Does the material have programs to provide suplimental information? Etc.	385990-385981-38316850
Perhaps items that are controversial or difficult to show (e.g racist, sexist) as I think many places shy away from it for fear of negative reactions. I think it's really important not to hide history even if it's uncomfortable and explain how we can learn from it.	385990-385981-38482180
I would like to hear more about upcoming events and acquisitions. Also, it would be nice to hear about any volunteer positions that would allow me to become more involved with the archive.	385990-385981-38511348
Curators don't often post to social media. In a number of prominent American institutions, (NYPL, the Met, etc.) social media is handled by a marketing professional who has to meet with staff in order to know what to post. I would like to tell accounts and their institutions that the best option is to have a librarian, archivist, or specialist who is responsible for social media posting from their collection.	385990-385981-38511767